

## **Inclusion of Movie Nights in the Arts in the Park Permit Category**

**Date:** May 30, 2017

**To:** Parks and Environment Committee

**From:** General Manager, Parks, Forestry and Recreation

**Wards:** All

### **SUMMARY**

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This report responds to the feedback from community groups to remove financial and administrative barriers to hosting neighborhood movie nights in parks to animate parks and engage communities. It also responds to a motion from the April 2017 Parks and Environment Committee to report back on a potential movies-in-the-park program in 2018.

The report seeks authority to include movie nights in the free Arts in the Park permit category.

### **RECOMMENDATIONS**

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The General Manager, Parks, Forestry and Recreation recommends that:

1. City Council approve the addition of movie nights to the "Arts in the Park" park permit category.
2. City Council allow individuals or organizers of not for profit events to apply for the Movie Night permits without any requirement to demonstrate not for profit or charitable status.

### **FINANCIAL IMPACT**

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This report has no financial impact from adopting the recommendations in this report.

Currently, there is no specific 2017 Council Approved revenue budget or a permit category for "Movie Nights". In 2016, Movie Nights generated additional revenue of \$12,083 in the special events category that were identified as movie nights. Including Inclusion of Movie Nights in the Arts in the Park Permit Category

the movie night permit in the existing free "Arts in the Park" will not impact revenue targets.

The Deputy City Manager & Chief Financial Officer has reviewed this report and agrees with the financial impact information.

## **DECISION HISTORY**

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At its meeting of November 3, 2015, through item PE7.1, City Council approved the introduction of an "Arts in the Park" permit category at no charge which allows artists to permit locations authorized by Parks, Forestry and Recreation, with the exception of Grange Park, for arts programming or installations, subject to a list of criteria.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.PE7.1>

On April 6, 2017, through item PE18.7, the Parks and Environment Committee requested the General Manager, Parks, Forestry and Recreation to review the process and activities related to movies being run in City parks in 2017, in consultation with the organizations that currently host movie nights in parks and local Councillors, and report to the Parks and Environment Committee in the fourth quarter 2017 with an evaluation of whether the City could present a movies-in-the-park program in 2018.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.PE18.7>

## **COMMENTS**

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In 2016, Parks, Forestry and Recreation initiated the new "Arts in the Park" and "Music in the Park" free permit categories which offer opportunities for individuals, groups and organizations to entertain the public and animate City parks through one-day art installations and music performances. There were 386 events held in parks in 2016 within these permit categories.

Movie nights in parks have gained popularity in communities in recent years with the increasing availability of companies that rent and set up outdoor movie screens for events. Parks, Forestry and Recreation does not currently have a permit category for "Movie Nights". As such, community groups are required to obtain a Special Event permit, which has a \$90.90 fee for up to 200 people.

In 2016, there were 50 permits issued for 104 movie nights in parks under the Special Events category. Community groups without financial support find the fee a barrier to organizing movie nights, and as a result they request a Councillor's or Business Improvement Area's support. In 2016, almost half of these events (23) were offered for free as part of Councillor's events. The remaining events were held by parks groups, community or film groups or Business Improvement Areas (BIAs). A total of \$12,083 was generated in revenue from these events.

As a part of public consultations on the Making Permitting Better project, free movie nights in the parks were requested for small community groups without financial Inclusion of Movie Nights in the Arts in the Park Permit Category

support, to better use public spaces. Parks, Forestry and Recreation is seeking authority to include movie nights as an extension to the Arts in the Park permit category beginning this summer.

#### Arts in the Park Permit Category:

At its meeting of November 3, 2015, through item PE7.1, City Council approved the introduction of an "Arts in the Park" permit category at no charge which allows artists to permit locations authorized by Parks, Forestry and Recreation, with the exception of Grange Park, for arts programming or installations, and allow for temporary signage during such events, subject to the following criteria being met:

- a. local Councillors will be consulted prior to any park being pre-designated for live music. If problems arise, local Councillors can request that the pre-designation be removed;
  - b. in consultation with the local City Councillor, Parks, Forestry and Recreation staff will consider a cap on the number of permits issued on any single day or year in a single park;
  - c. the permit will be issued to a Musician or a Music Organizer or artist without any requirement to demonstrate not for profit or charitable status. The requester for the permit can be an individual, a band, a music organizer or a group of artists;
  - d. the permit will be limited to one performance in a pre-designated park area, or one event comprised of multiple performances;
  - e. the permit holder will be able to obtain commercial sponsors for the event. Sponsors need to follow all City Policies with respect to display of logo, sample distribution, signs etc.;
  - f. the permit holder will be able to sell their own music, art or promotional material only. Sale of any other items are not allowed;
  - g. in locations pre-designated by Parks, Forestry and Recreation as a musical permit location, amplified sound cannot exceed 85 decibels, measured from the end of the park, or in the case of a large park, to the edge of a designated area. Events not using amplified sound will not be required to obtain a Noise Exemption permit from Municipal Licensing and Standards;
  - h. the permit holder would comply with all noise by-laws;
  - i. the permit holder would provide the City of Toronto with a Commercial General Liability insurance policy for \$2 million coverage. The policy can be obtained through the permit office during the application for the permit;
  - j. in order to enhance turnaround times, permits for pre-approved locations will be issued with a one week turnaround subject to availability and meeting other permit conditions. A designated permit officer will be assigned for these permits;
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k. if the event includes one or more of the following conditions, it will require a Special Event or a Commercial Special Event Permit at the Council approved rates:

1. sale or service of food to the public;
2. construction /installation of large tents, or stages;
3. serving or selling alcohol;
4. use of a hot air balloon;
5. amusement type rides and games i.e. Bouncing castle;
6. entrance fees, donations in lieu of entrance fees, running a lottery, draw or raffle;
7. fireworks; and
8. the use of generator(s) in the park for reasons other than operating the sound amplification equipment; and

l. at the request of Parks, Forestry and Recreation, the permit holder will submit a parking plan where the event in Centennial Park is expected to draw a significant number of attendees and exceed the parking capacity within the park.

Movie night permits will be subject to the same terms and conditions as Arts in the Park permits, with the following exceptions: Movie night permits are not limited to musicians, music organizers or artists (as set out in c., above); rather, any individual or group may request a movie night permit. Additionally, the provision that the permit holder may be able to sell their own music, art or promotional material (in f., above) is not applicable for movie nights.

Permit holders are required to follow all applicable legislation. Movie nights are currently subject to regulation 452/05 of the Film Classification Act which provides that films classified as "14A" may only be viewed by people 14 years of age or older or to persons younger than 14 years of age who are accompanied by an adult. As a result of the public nature of these events, and since permit holders cannot ensure that only individuals aged 14 or older (or those younger but accompanied by an adult) are given access to see the movie, only films rated "General" or "G" and "Parental Guidance" or "PG" may be screened at these events.

While the City does not provide direct movies-in-the-park programming, the addition of movie nights to the Arts in the Park permit category provides the opportunity going forward, for individuals, community groups and local organizations to animate parks and engage their communities through family-friendly events, while removing financial and administrative barriers.

## **CONTACT**

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Ann Ulusoy, Director, Management Services, Tel: 416-392-8190, Email: [Ann.Ulusoy@toronto.ca](mailto:Ann.Ulusoy@toronto.ca)

Antonio Andrade, Acting Manager, Customer Service, Parks, Forestry and Recreation, Tel: 416-392-1902, Email: [Antonio.Andrade@toronto.ca](mailto:Antonio.Andrade@toronto.ca)

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**SIGNATURE**

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Janie Romoff  
General Manager, Parks, Forestry and Recreation